WEATHERWOOD INTERIOR FINISHES

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WEATHERWOOD INTERIOR FINISHES

BEAUTIFY ★ INSULATE ★ QUIET ★ BUILD

ALL AT ONE LOW COST ★ ALL IN ONE OPERATION

For Theatres • Churches • Auditoriums • Schools Offices • Stores • Restaurants • Homes

Weatherwood* Blendtex—Here is a new note in interior finish. It is a unit material in soft, pastel shades and has a fascinating new textured surface. It comes in plank and tile of various sizes and shapes to give full reign to individual expressions in design. It is used with equal effectiveness in homes, churches, schools, stores, offices, restaurants and theatres; in new construction or remodeling.

Four Materials In One—Weatherwood Blendtex is really four materials in one—In one operation, at one low cost, it decorates, insulates, quiets and builds.

Saves Decorating Costs—No additional decoration is needed when Weatherwood Blendtex is used—the color and texture are part of the product itself. Further, it pays dividends in beauty, comfort and fuel savings.

Color and Texture Harmony—Today's trend in interior decoration has swung away from the crude and glaring to the soft blending of tones and textures. Weatherwood Blendtex, with its harmony in color and texture, is in tune with modern decorative principles.

Weatherwood Ivory Finish—Weatherwood Ivory Finish Plank or Tile may be left in its original color, or painted in any shade. It is frequently left in its pleasing natural state because of its high light reflectivity, which makes it a popular finish for school rooms or offices where proper lighting is a serious problem. Weatherwood Ivory Finish is also made in a special low density board for use in rooms that need extra acoustical correction.

Easy To Work With—All-wood fibre products, Weatherwood Blendtex, Weatherwood Ivory and Low Density Weatherwood are easy to handle and apply. Adaptable to all types of interiors, over existing surfaces or in new construction.

The pictures on the following pages show a few of the thousands of Weatherwood Installations in all parts of the United States

UNITED STATES GYPSUM COMPANY, 300 WEST ADAMS STREET, CHICAGO

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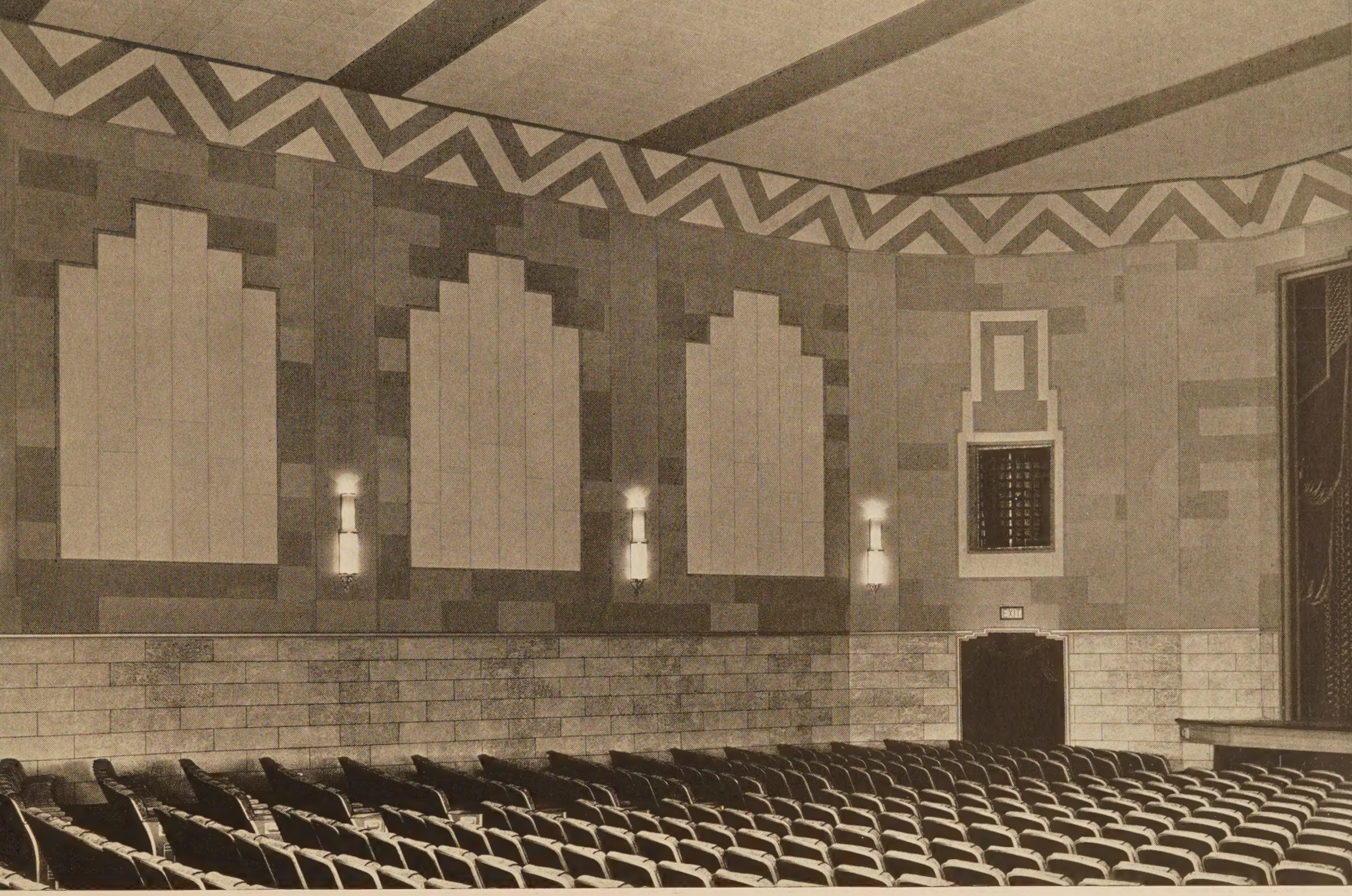
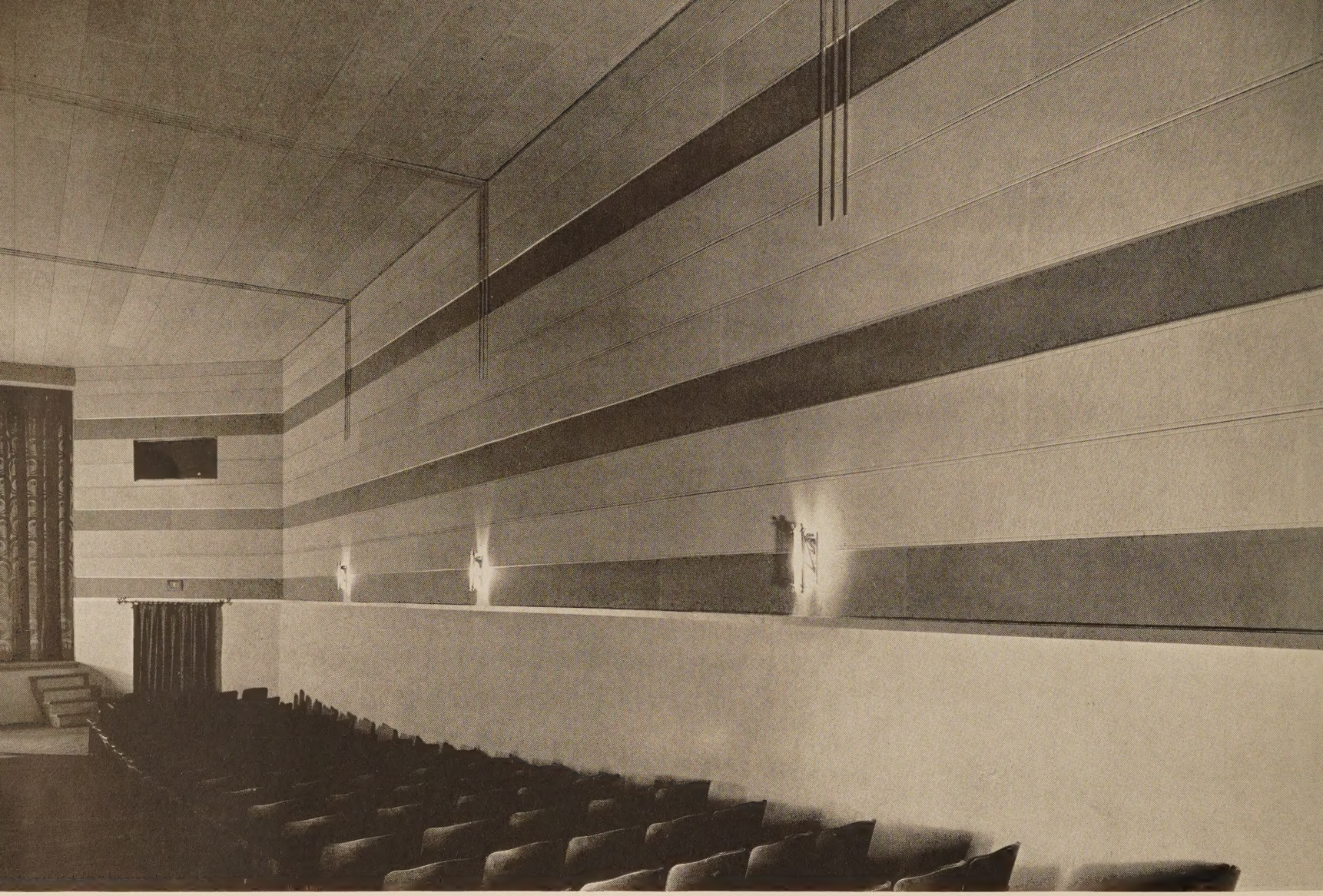
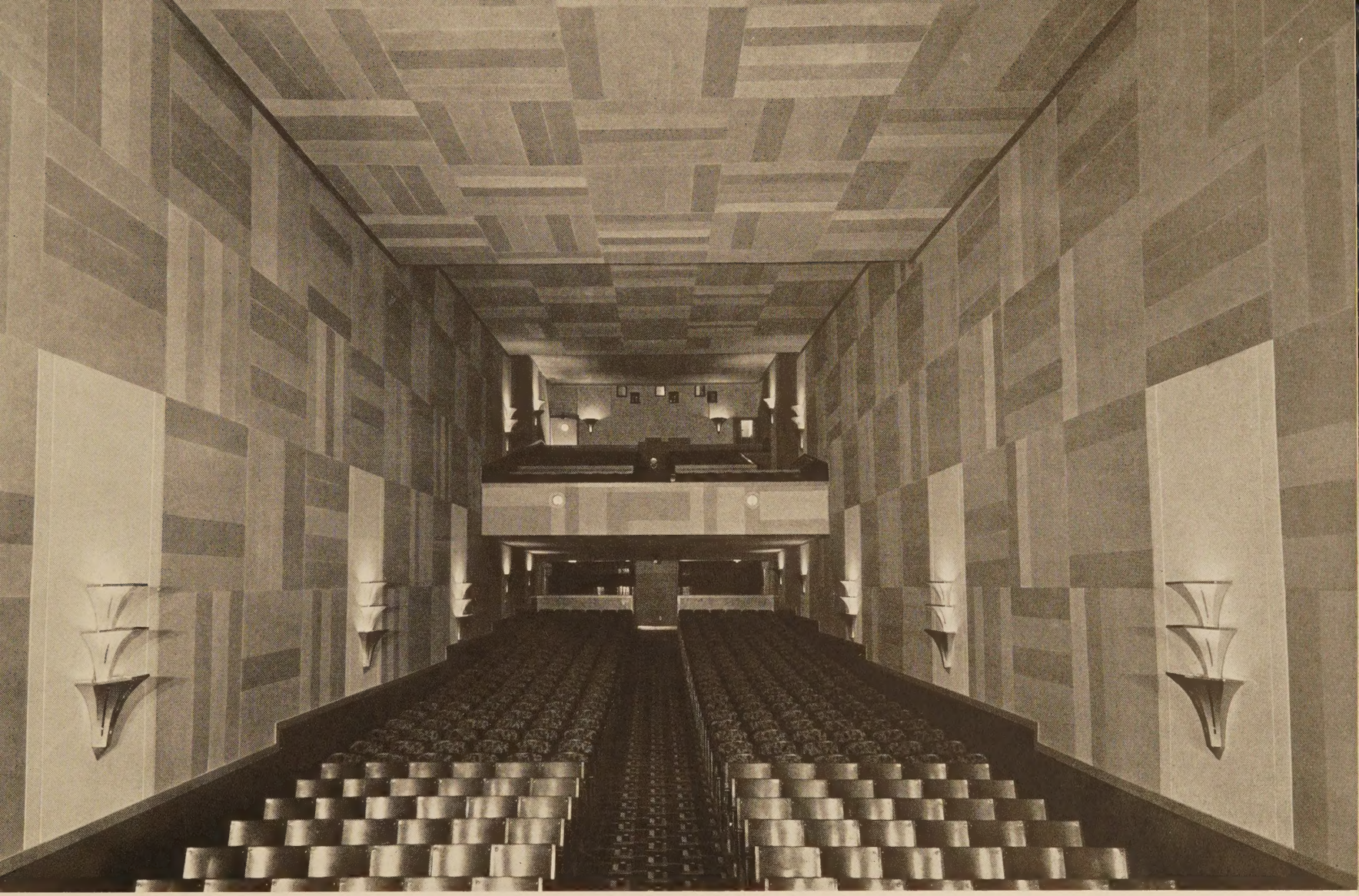


An attractive, modern theatre in Fredericksburg, Virginia. Walls are finished with 16″ x 32″ Blendtex Tile, horizontally applied with the pattern completed with Weatherwood Ivory Plank applied vertically. The border is made of Weatherwood Greytan Board and Weatherwood Ivory Board, job cut. The ceiling is 16″ x 32″ Weatherwood Ivory Tile, special low density.



The Arvin Theatre, Arvin, California, illustrates a striking Weatherwood Blendtex design. Walls are strips of 16″ width Blendtex Plank, separated by Weatherwood Hardboard. The ceiling has a center panel, not shown in the illustration, of three strips of Weatherwood Ivory Board. Metal straps run across the ceiling, and the space on each side contains 16″ wide Blendtex Plank.



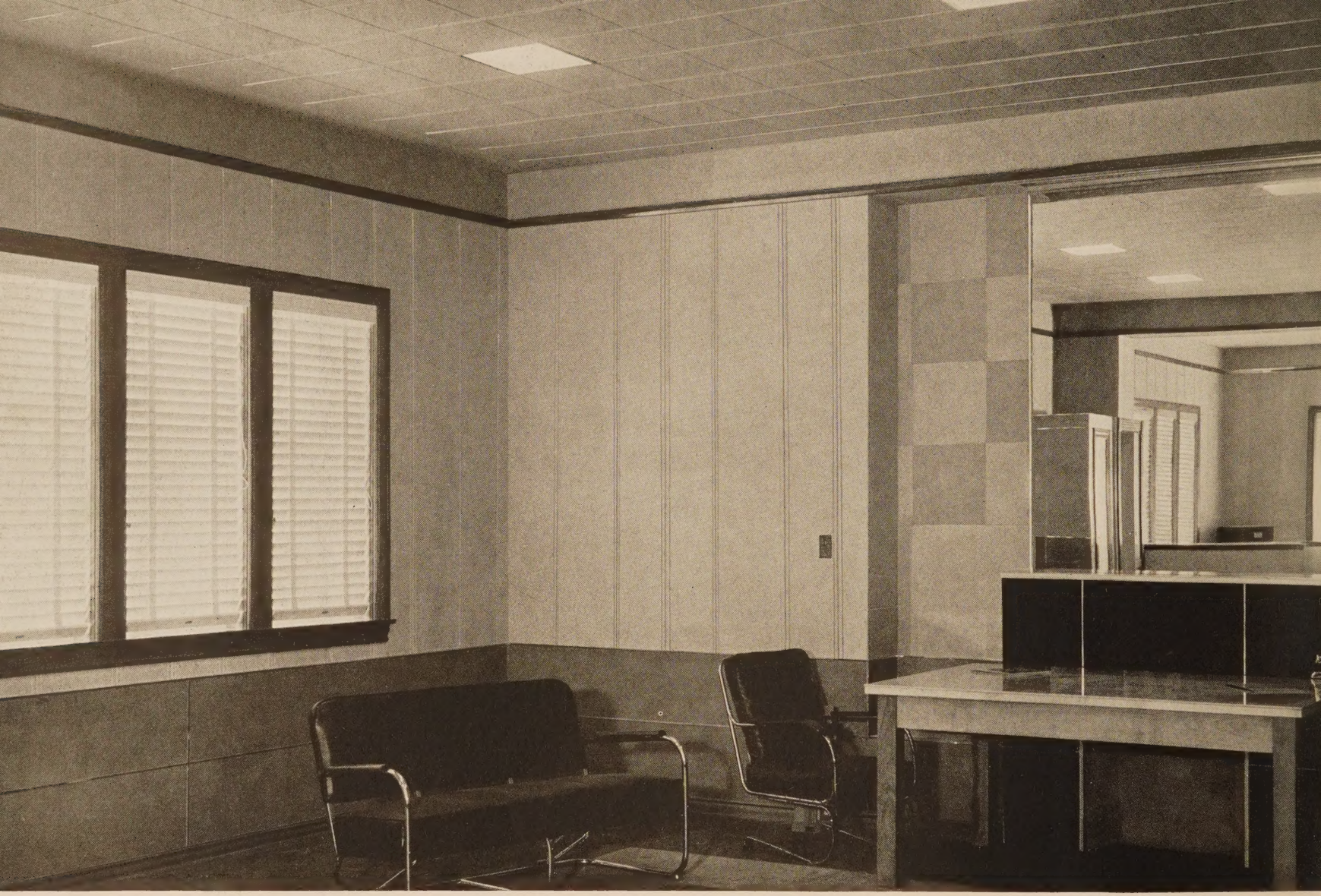
The architect of the Ritz Theatre, Sweetwater, Texas, achieved an interesting modern effect with Blendtex on walls and ceilings. The Blendtex Plank, 12″ x 60″, was given a woven effect by squares formed by laying 5 plank in parallel direction.

The Temple Baptist Church, Brainerd, Minnesota, has Weatherwood Ivory Finish Tile on the ceilings, which are arched from sidewall to sidewall, illustrating the flexibility of this material. Walls are 16″ x 32″ Blendtex Tile in an ashlar pattern. Weatherwood Ivory Finish is often left in its natural color because of its high light reflectibility. Weatherwood Ivory Finish is also made in a special low density board for rooms with difficult acoustical problems.

This view of the interior of the Evangelical Lutheran Church, Two Creeks, Wisconsin, shows Blendtex Plank on the walls to the border made of No. 6 Weatherwood Greytan Moulding and Weatherwood Greytan Board, Weatherwood Ivory Textured Plank to the ceiling and 24″ x 24″ Weatherwood Ivory Texture Tile on the ceiling. The altar has 12″ x 24″ Blendtex Tile on sidewalls and ceiling, and 24″ x 24″ Blendtex Tile on the back wall.

This Blendtex ceiling adds beauty, helps provide good acoustics for the auditorium of the Sharon High School, Sharon, Massachusetts. The wide border is Blendtex Tile, 24″ x 48″ in an ashlar design. The strip separating border from field is metal and the field is Blendtex Tile, 24″ x 24″ in a square design.

The auditorium of Arizona State College. Side walls are horizontal bands of Ivory and Greytan Weatherwood between pilasters of grooved Weatherwood. The ceiling is Weatherwood Blendtex Tile, 16″ x 16″ and 16″ x 32″ in a Dutch Windmill design, with the center sprayed tan to carry out the color scheme. The large suspended light fixtures are also made of Weatherwood.



The reception and salesroom of the Lubbock Sash & Door Co., Lubbock, Texas, is simply furnished in the modern manner, for which Blendtex walls and ceilings supply a splendid background. Ceilings are Blendtex Tile, square design, 16″ x 16″, and the walls are Blendtex Plank in random widths of 12″ and 16″.

Blendtex Tile on the ceilings and Weatherwood Ivory finish plank were combined in an interesting manner in the reception room of this Olean, New York, physician's office. The Blendtex Tile on the ceiling is 24" x 24", in a plain square design, while the board on the walls is made with beveled edges and is horizontally applied.

The ceiling in this up-to-date grocery store in Menasha, Wisconsin, is an interesting Dutch Mill pattern of Weatherwood Ivory Textured Tile and Blendtex Tile. The Ivory Textured Tile is 12″ x 12″, while the Blendtex Tile is 6″ x 6″.

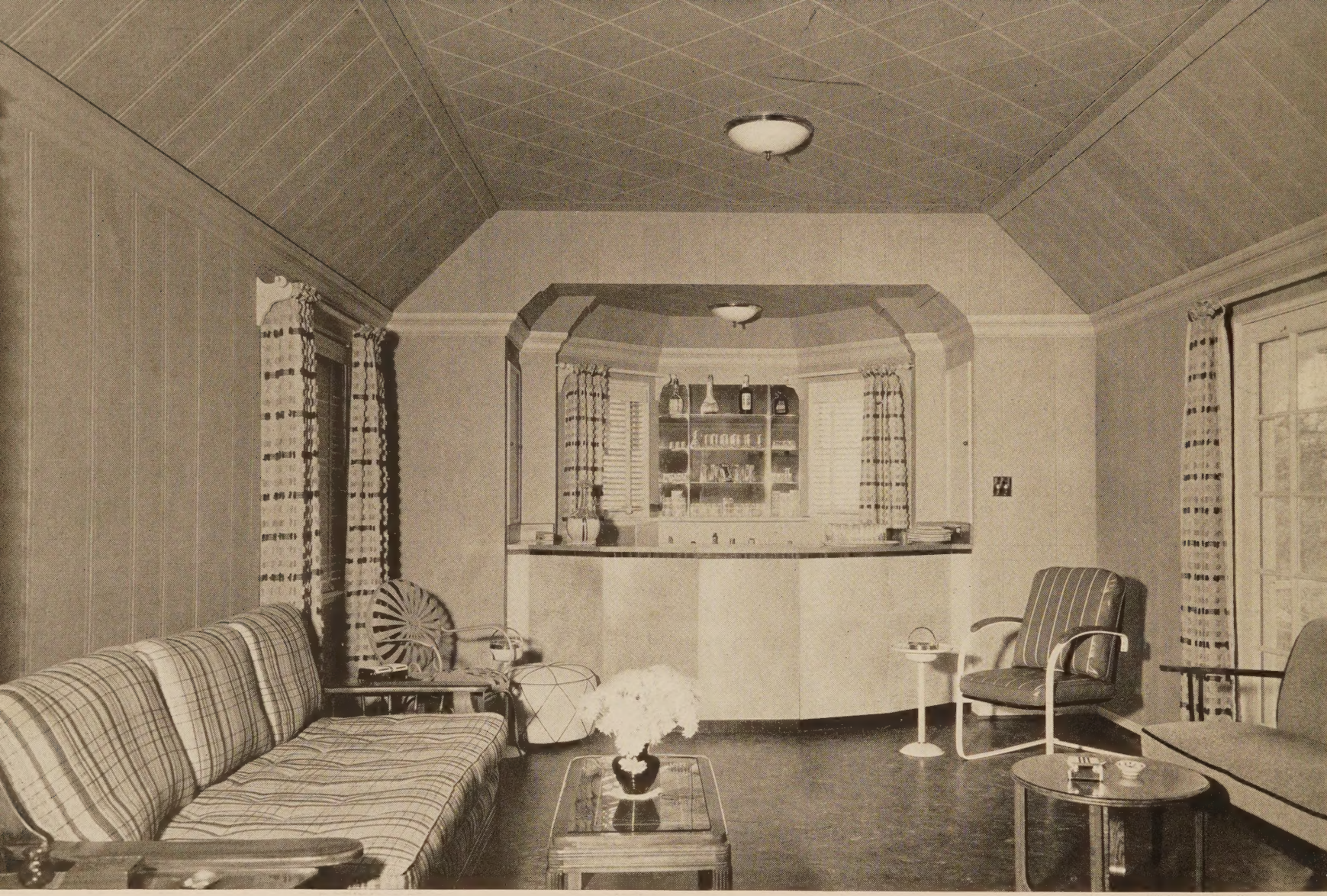
Showroom of Goers Brothers Auto Sales, Shawano, Wisconsin. Ceilings are Blendtex Tile and Weatherwood Ivory Tile in checkerboard pattern (12″ x 12″). Walls are Blendtex Plank, random widths 8″, 10″, 12″. Moulding is No. 4 and 6 Greytan Moulding.

This Milwaukee, Wisconsin, night club has a Pullman Type curved ceiling of Weatherwood Tile, Blendtex and Ivory mixed, 16"x32", applied in an irregular checkerboard pattern. Walls are random width Blendtex Plank. The wainscoting is Weatherwood Textured Hardboard Wainscot, and the moulding at wall and ceiling line is No. 1 Weatherwood Moulding painted coral.

The dining room of the Hartsdale Inn, Hartsdale, New York, has a ceiling of Blendtex Tile, 16″ x 16″, applied in a plain square design. The walls are Blendtex Plank, horizontally applied in uniform widths.

In Scully's Cafe, Los Angeles, California, the ceiling is Blendtex Tile, 16″ x 16″, applied in a diagonal square design. Walls are random width Blendtex Plank, with a top border of 12″ x 12″ Blendtex Tile in a diamond pattern.

An attractive bedroom in a beautiful mountain residence in Evergreen, Colorado. Weatherwood Blendtex Plank, in random widths is on the walls and Weatherwood Blendtex Tile 16″ x 16″ is on the ceilings.



A gay, inviting, well appointed recreation room in a residence in Van Nuys, California. Ceilings are 12″ x 12″ Blendtex Tile applied in a diagonal design. Walls are Blendtex Plank applied vertically in random widths of 6″, 8″, 10″ and 12″.

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